

**WDAF-TV**  
**RECORD OF INQUIRY FOR BROADCAST TIME BY OFFICE OR ON BEHALF OF**  
**CANDIDATE FOR PUBLIC OFFICE**

**INSTRUCTIONS:** This form **must** be completed by WDAF-TV personnel as to **all** requests, both oral and written, for broadcast time to be used by or on behalf of a candidate for public office, **whether or not** the inquiry results in an order being placed. Each completed form must be placed in the Station Public File immediately after it is completed and must be retained in the File for a period of two years.

- (1) Date and time of request: 8/13
- (2) Name of person making the request: JAN ROBIN
- (3) Agency (if any): THE HAMBURGER CO
- (4) Address of agency: 1322 G ST. SE  
WASH DC 20003
- (5) Telephone number of agency: 202-675-6936
- (6) Name of candidate: TERESA HENSLY
- (7) If sponsor is a Committee, name of Committee: HENSLY FOR CONGRESS
- (8) Address of Committee: PO Box 620  
RAYMOR MO 64083
- Email Address: \_\_\_\_\_
- (9) Telephone number of Committee: 816 380 7711
- (10) Committee officers: \_\_\_\_\_  
Chairman/Manager  
\_\_\_\_\_  
Vice Chairman  
HAROLD CASKEY  
Treasurer
- (11) Is it the candidate's authorized Committee? Yes  
Yes or No
- (12) Political Party of candidate: DEM

(13) Office for which candidate is running: US Congress No 4th

(14) (check one)

X Federal Office      State Office      Local Office

(15) Election for which candidate is campaigning: General

(16) Date of election: \_\_\_\_\_ Primary: \_\_\_\_\_ General: 11/6

(17) Programs or times requested: ALL

(18) Dates requested: 8/14 - 8/20

(19) Length of spot / program time requested: 30

(20) Request made: In writing \_\_\_\_\_ Orally X  
(Check one: If in writing, attach and retain)

(21) Station offer: RATE CARD

(22) Disposition of request: Granted X Not Granted \_\_\_\_\_  
(Check one. If not granted, state reason or reasons in space below. If denied in writing, attach and retain. If granted, attach contract and invoice, when available)

(23) Request for documentation that candidate is legally qualified:

Yes X No \_\_\_\_\_ (Attach any written documentation received)

(24) Political Disclosure Form submitted to requestor: \_\_\_\_\_  
Date

Comments (if any) \_\_\_\_\_

WDAF  
Station

[Signature]  
Signature of Person receiving request on behalf of station

COPY TO: ☐ STATION PUBLIC FILE



WDAF-TV

# ORDER

Print Date 08/13/12 Page 1 of 2

Flight Dates 08/14/12-08/20/12

Contract / Revision 567811 /

Original Date / Revision  
08/13/12 08/13/12

Advertiser Hensley/D/MO/Congress

Agency Hamburger Co, The

Buying Contact

1322 G Street SE  
Washington, DC 20003

Product  
HENSLEY FOR CONGRESS

Agency Com 15%

Billing Contact  
1322 G Street SE  
Washington, DC 20003

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1579

Alt Order # 09790136

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLC POL

Product Codes PL1Cb

Priority 1

Advertiser Ref

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 19% Market Value 21710

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	40%	8684
KCWE	%	0
KMBC	29%	6296
KMCI	%	0
KPXE	%	0
KSHB	12%	2605
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	17	\$3,506.25	\$4,125.00	0.00	07/30/12	08/19/12	17	\$3,506.25	\$4,125.00
Totals	17	\$3,506.25	\$4,125.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	08/14/12	08/17/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-TWTF--	:30	3	\$150.00	2	0.00	NM	3	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--					3	\$150.00		0.00			
E 2	4	08/14/12	08/17/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	-TWTF--	:30	3	\$150.00	2	0.00	NM	3	\$450.00
ANDERSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--					3	\$150.00		0.00			
E 3	4	08/14/12	08/17/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	-TWTF--	:30	2	\$150.00	2	0.00	NM	2	\$300.00
AMERICA NOW/TMZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--					2	\$150.00		0.00			



WDAF-TV

Print Date: 08/13/12

Page 2 of 2

Contract / Revision **567811** Flight Dates **08/14/12-08/20/12**

Hiatus Dates

Original Date / Revision 08/13/12/ 08/13/12

Order Sep 00:15:00

Advertiser **Hensley/D/MO/Congress** Product **HENSLEY FOR CONGRESS** Estimate # **1579**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	4	08/14/12	08/17/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-TWTF--	:30	2	\$225.00	2	0.00	NM	2	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--					2	\$225.00		0.00			
E 5	4	08/18/12	08/18/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$375.00		0.00			
E 6	4	08/19/12	08/19/12	Su 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-----S	:30	1	\$150.00	2	0.00	NM	1	\$150.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$150.00		0.00			
E 7	4	08/19/12	08/19/12	Su 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S	:30	1	\$150.00	2	0.00	NM	1	\$150.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$150.00		0.00			
E 8	4	08/14/12	08/17/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	-TWTF--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--					2	\$450.00		0.00			
E 9	4	08/14/12	08/17/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-TWTF--	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--					2	\$450.00		0.00			
													Totals	17	\$4,125.00